LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims:

1-76. (Canceled)

77. (Previously Presented) A method of acidizing a subterranean formation penetrated by a well bore comprising:

providing a permeability-modifying aqueous treatment fluid comprising:

a relative permeability modifier comprising a hydrophobically modified water-soluble polymer formed from:

a reaction comprising a hydrophilic polymer and a hydrophobic compound, wherein the hydrophobically modified water-soluble polymer formed from the reaction has a molecular weight in the range of about 100,000 to about 10,000,000, or

a polymerization reaction comprising a hydrophilic monomer and a hydrophobically modified hydrophilic monomer, wherein the hydrophobically modified water-soluble polymer formed from the polymerization reaction has a molecular weight in the range of about 250,000 to about 3,000,000,

wherein the hydrophobically modified water-soluble polymer comprises a polymer backbone comprising polar heteroatoms and a hydrophobic branch that comprises an organic acid derivative selected from the group consisting of: an anhydride of octenyl succinic acid; an ester of octenyl succinic acid; an amide of octenyl succinic acid; an anhydride of dodecenyl succinic acid; an ester of dodecenyl succinic acid; and an amide of dodecenyl succinic acid, and

wherein the hydrophobically modified water-soluble polymer reduces the permeability of the subterranean formation to an aqueous-based fluid;

providing an acidizing treatment fluid comprising an acid;

injecting the permeability-modifying aqueous treatment fluid into the subterranean formation; and

injecting the acidizing treatment fluid into the subterranean formation.

- 78. (Original) The method of claim 77 wherein the permeability-modifying aqueous treatment fluid further comprises an aqueous-based fluid.
- 79. (Previously Presented) The method of claim 77 wherein the relative permeability modifier reduces the permeability of a zone of the subterranean formation to aqueous-based fluids, thereby diverting the acidizing treatment fluid to another zone of the subterranean formation.
 - 80. (Canceled)
- 81. (Previously Presented) The method of claim 77 wherein the polar heteroatoms present within the polymer backbone of the hydrophobically modified water-soluble polymer comprise at least one heteroatom selected from the group consisting of: oxygen, nitrogen, sulfur, and phosphorous.
- 82. (Previously Presented) The method of claim 77 wherein the hydrophobically modified water-soluble polymer is present in the permeability-modifying aqueous treatment fluid in an amount in the range of about 0.02% to about 10% by weight of the permeability-modifying aqueous treatment fluid.
- 83. (Previously Presented) The method of claim 77 wherein the hydrophobically modified water-soluble polymer is a reaction product of a hydrophilic polymer that comprises a polymer backbone comprising polar heteroatoms and a hydrophobic compound.
- 84. (Previously Presented) The method of claim 83 wherein the hydrophilic polymer comprises at least one polymer selected from the group consisting of: a cellulose, a polyamide, a polyetheramine, a polyhydroxyetheramine, a polysulfone, and a starch.
- 85. (Previously Presented) The method of claim 84 wherein the at least one polymer comprises the starch, wherein the starch comprises a cationic starch.

86-106. (Canceled)

107. (Original) The method of claim 77 wherein the permeability-modifying aqueous treatment fluid further comprises a gelling agent.

- 108. (Original) The method of claim 107 wherein the permeability-modifying aqueous treatment fluid further comprises proppant.
- 109. (Original) The method of claim 77 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation at a pressure sufficient to create or enhance at least one fracture therein.
- 110. (Original) The method of claim 77 wherein the acidizing treatment fluid is injected into the subterranean formation at a pressure sufficient to create or enhance at least one fracture therein.
- 111. (Original) The method of claim 77 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation prior to the acidizing treatment fluid.
- 112. (Original) The method of claim 77 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation simultaneously with the acidizing treatment fluid.

113-186. (Canceled)

187. (Previously Presented) A method of acidizing a subterranean formation penetrated by a well bore comprising:

providing a permeability-modifying aqueous treatment fluid comprising:

a relative permeability modifier comprising a hydrophobically modified water-soluble polymer formed from:

a reaction comprising a hydrophilic polymer and a hydrophobic compound, wherein the hydrophobically modified water-soluble polymer formed from the reaction has a molecular weight in the range of about 100,000 to about 10,000,000, or

a polymerization reaction comprising a hydrophilic monomer and a hydrophobically modified hydrophilic monomer, wherein the hydrophobically modified water-soluble polymer formed from the polymerization reaction has a molecular weight in the range of about 250,000 to about 3,000,000,

wherein the hydrophobically modified water-soluble polymer comprises a polymer backbone comprising polar heteroatoms and a hydrophobic branch that comprises an

organic acid derivative selected from the group consisting of: an anhydride of octenyl succinic acid; an ester of octenyl succinic acid; an amide of octenyl succinic acid; an anhydride of dodecenyl succinic acid; an ester of dodecenyl succinic acid; and an amide of dodecenyl succinic acid, and

wherein the hydrophobically modified water-soluble polymer reduces the permeability of a zone of the subterranean formation to an aqueous-based fluid;

providing an acidizing treatment fluid comprising an acid;

injecting the permeability-modifying aqueous treatment fluid into the subterranean formation; and

injecting the acidizing treatment fluid into the subterranean formation so that the hydrophobically modified water-soluble polymer present in the subterranean formation diverts the acidizing treatment fluid to another zone of the subterranean formation.

188. (Previously Presented) The method of claim 187 wherein the permeability-modifying aqueous treatment fluid further comprises an aqueous-based fluid.

189. (Canceled)

190. (Previously Presented) The method of claim 187 wherein the polar heteroatoms present within the polymer backbone of the hydrophobically modified water-soluble polymer comprises at least one heteroatom selected from the group consisting of: oxygen, nitrogen, sulfur, and phosphorous.

191. (Previously Presented) The method of claim 187 wherein the hydrophobically modified water-soluble polymer is present in the permeability-modifying aqueous treatment fluid in an amount in the range of about 0.02% to about 10% by weight of the permeability-modifying aqueous treatment fluid.

192. (Previously Presented) The method of claim 187 wherein the hydrophobically modified water-soluble polymer is a reaction product of a hydrophilic polymer that comprises a polymer backbone comprising polar heteroatoms and a hydrophobic compound.

- 193. (Previously Presented) The method of claim 192 wherein the hydrophilic polymer comprises at least one polymer selected from the group consisting of: a cellulose, a polyamide, a polyetheramine, a polyhydroxyetheramine, a polysulfone, and a starch.
- 194. (Previously Presented) The method of claim 193 wherein at least one polymer comprises the starch, wherein the starch comprises a cationic starch.
 - 195. (Cancelled)
 - 196. (Cancelled)
 - 197. (Canceled)
- 198. (Previously Presented) The method of claim 187 wherein the permeability-modifying aqueous treatment fluid further comprises a gelling agent.
- 199. (Previously Presented) The method of claim 198 wherein the permeability-modifying aqueous treatment fluid further comprises proppant.
- 200. (Previously Presented) The method of claim 187 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation at a pressure sufficient to create or enhance at least one fracture therein.
- 201. (Previously Presented) The method of claim 187 wherein the acidizing treatment fluid is injected into the subterranean formation at a pressure sufficient to create or enhance at least one fracture therein.
- 202. (Previously Presented) The method of claim 187 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation prior to the acidizing treatment fluid.
- 203. (Previously Presented) The method of claim 187 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation simultaneously with the acidizing treatment fluid.
- 204. (Previously Presented) The method of claim 77 wherein the polar heteroatoms comprise at least one heteroatom selected from the group consisting of: oxygen, sulfur, and phosphorous.

205. (Previously Presented) The method of claim 187 wherein the polar heteroatoms comprise at least one heteroatom selected from the group consisting of: oxygen, sulfur, and phosphorous.

206.-220. (Cancelled)

221. (New) A method of acidizing a subterranean formation penetrated by a well bore comprising:

providing a permeability-modifying aqueous treatment fluid comprising:

a relative permeability modifier comprising a hydrophobically modified water-soluble polymer formed from:

a reaction comprising a hydrophilic polymer and a hydrophobic compound, wherein the hydrophobically modified water-soluble polymer formed from the reaction has a molecular weight in the range of about 100,000 to about 10,000,000, or

a polymerization reaction comprising a hydrophilic monomer and a hydrophobically modified hydrophilic monomer, wherein the hydrophobically modified water-soluble polymer formed from the polymerization reaction has a molecular weight in the range of about 250,000 to about 3,000,000,

wherein the hydrophobically modified water-soluble polymer comprises a polymer backbone and a hydrophobic branch that comprises an organic acid derivative selected from the group consisting of: an anhydride of octenyl succinic acid; an ester of octenyl succinic acid; an amide of octenyl succinic acid; an anhydride of dodecenyl succinic acid; an ester of dodecenyl succinic acid; and an amide of dodecenyl succinic acid,

wherein the polymer backbone comprises at least one polar heteroatom selected from the group consisting of: oxygen, sulfur, and phosphorous, and

wherein the hydrophobically modified water-soluble polymer reduces the permeability of the subterranean formation to an aqueous-based fluid;

providing an acidizing treatment fluid comprising an acid;

injecting the permeability-modifying aqueous treatment fluid into the subterranean formation; and

injecting the acidizing treatment fluid into the subterranean formation.

- 222. (New) The method of claim 221 wherein the permeability-modifying aqueous treatment fluid further comprises an aqueous-based fluid.
- 223. (New) The method of claim 221 wherein the relative permeability modifier reduces the permeability of a zone of the subterranean formation to aqueous-based fluids, thereby diverting the acidizing treatment fluid to another zone of the subterranean formation.
- 224. (New) The method of claim 221 wherein the hydrophobically modified water-soluble polymer is present in the permeability-modifying aqueous treatment fluid in an amount in the range of about 0.02% to about 10% by weight of the permeability-modifying aqueous treatment fluid.
- 225. (New) The method of claim 221 wherein the hydrophilic polymer comprises at least one polymer selected from the group consisting of: a cellulose, a polyamide, a polyetheramine, a polyhydroxyetheramine, a polysulfone, and a starch.
- 226. (New) The method of claim 225 wherein the at least one polymer comprises the starch, wherein the starch comprises a cationic starch.
- 227. (New) The method of claim 221 wherein the permeability-modifying aqueous treatment fluid further comprises a gelling agent.
- 228. (New) The method of claim 227 wherein the permeability-modifying aqueous treatment fluid further comprises proppant.
- 229. (New) The method of claim 221 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation at a pressure sufficient to create or enhance at least one fracture therein.
- 230. (New) The method of claim 221 wherein the acidizing treatment fluid is injected into the subterranean formation at a pressure sufficient to create or enhance at least one fracture therein.
- 231. (New) The method of claim 221 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation prior to the acidizing treatment fluid.

232. (New) The method of claim 221 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation simultaneously with the acidizing treatment fluid.